

**Scope of Work**  
**Planning Public Participation Contract**  
**April 26, 2002**

Work Details

- 1) The Contractor will refine and update existing public participation mailing lists.
  - a) The Division and Districts will provide the Contractor copies of the public participation mailing lists currently used. The Contractor will refine and update the mailing lists to ensure that the following are identified for public participation: the appropriate stakeholders for the State and the Districts, including the Title VI groups that are traditionally underrepresented (such as low-income and minority populations, including Native Americans, as well as the elderly, the young and the disabled); and, community based organizations (CBO) that reflect the values and interests of both traditional stakeholders and the traditionally underrepresented.
  - b) The Contractor will identify and solicit assistance from the appropriate CBOs with experience in providing services within that particular region for their ideas on outreach to access Title VI groups that are traditionally underrepresented within the target area. The Contractor is encouraged to obtain full input from these CBOs through individual meetings, as well as participation from these CBOs during the public participation events.
  - c) The Contractor will seek out and identify any additional CBOs not included on the Division or District mailing list. This list will include the addressees, interests, organizational affiliation, ethnicity, and other key demographic data of the underrepresented and other potential participants in the appropriate public participation event.
- 2) The Contractor will market and promote public awareness and participation events and assist with Indian Tribal Governments consultation.
  - a) The Contractor will prepare marketing materials, in appropriate languages in addition to English, (i.e., promotions, advertisements mailed out or included as newspaper inserts, including newspapers read by the underrepresented, brochures, broadcast media, Internet, etc.) to promote public involvement in transportation and land use planning activities. Contractor will submit all draft material to the appropriate Division or District planning staff for review, comment, and approval prior to the event and in sufficient time to implement any requested changes.
  - b) Brochures and other informational products must contain a statement about Title VI and how to file a complaint.
  - c) The Contractor will provide “on-call” services to recruit attendees to public participation sessions requested by the appropriate Division or District planning staff, ensuring that the attendees include a fair representation/cross-section of the population, including those traditionally underrepresented groups or individuals defined previously, that will be affected by the proposed program, plan or project.
  - d) The Contractor shall also provide “on-call” services to notify and coordinate consultation meetings with Indian Tribal Governments (in consultation with the Native American Liaison Branch in Headquarters) requested by the appropriate Division or District planning staff.

- e) The Contractor will provide translation services to ensure brochures, ‘comments’ handouts and Internet promotions are printed/posted in languages appropriate to the populations identified by each District. As an example, this would include Hmong in the Central Valley, as well as Spanish, Vietnamese and Cantonese for other areas. Contractor is highly encouraged to subcontract with local CBOs within the region that already publish newsletters or broadcast in these languages, or provide translation services for these groups to obtain their input, recommendations and services. Contractor will also provide Braille and/or audiotapes for the visually impaired, as requested (Contractor will ensure that all meeting notices contain a statement to the effect that translators, sign language translators and materials in Braille will be provided if requested by the attendees. The notice should include the name and phone number of the contractor contact and a reasonable time limit for the request to be made in order to have their needs met).
  - f) Many case histories in environmental justice have shown that traditional methods of contacting underrepresented communities are not always successful and more culturally sensitive and innovative methods are needed. In these cases, the Contractor may provide payment of an incentive in the form of cash and/or a meal or other amenities that, in the judgment of the Contractor (and only after the approval of the Contract Manager), is the only reasonable means to obtain the necessary public participation at these meetings. In addition to refreshments, amenities may include assistance with childcare, transportation and advertising and promotional products that identify the Department by name. The Contractor will be reimbursed for incentives from State funds only after receipt of full explanation as to reasons why a stipend is the only reasonable means of obtaining the necessary public participation, such as the Contractor’s experience in similar case studies or unsuccessful attempts to obtain public participation using other methods.
- 3) The Contractor will conduct and facilitate planning meetings and facilitate consultation meetings between the State and Indian Tribal Governments.
- a) The Contractor will ensure that the mailing lists for the public participation events include the appropriate underrepresented population (such as low-income and minority populations, Native Americans, the elderly, the young and the disabled which may be affected by the program, plan or project).
  - b) The Contractor, in coordination with the Department and with input from the appropriate CBOs, shall arrange to obtain translation services (as well as Braille and signing services, if requested) so that a maximum public input can be obtained from the traditionally underrepresented groups or individuals attending public meetings throughout the State.
  - c) The Contractor will arrange public meetings designed to obtain maximum public input at locations identified by the appropriate Division or the District planning staff with input from CBOs and other appropriate public and private agencies, and within Tribal communities when consulting with Indian Tribal Governments.
  - d) The Contractor will register the Department and coordinate Department attendance (i.e., booths) at special events such as planning conferences and county fairs (etc.).
  - e) The Contractor will coordinate and reserve meeting facilities, upon approval of the costs by the Chief, OCP, to be used by the appropriate Division or the District planning staff to conduct public participation and Indian Tribal Government consultation. The Department will reimburse the Contractor for expenditures paid by that Contractor to secure these facilities.

- f) The Contractor will ensure, upon request, that media equipment (such as laptop computers and projectors, microphones, and lighting) are provided.
  - g) The Contractor will optimize the times and locations of the meetings to promote the widest participation by traditional stakeholders and those groups or individuals that are traditionally underrepresented which may be affected by the program, plan or project. The Contractor will consider non-traditional venues such as schools, work centers, churches, tribal buildings, etc. as well as appropriate times (evenings, week-ends) when coordinating the facilities for public participation meetings.
  - h) The Contractor will coordinate and facilitate public participation events for the appropriate Division or the District planning staff (i.e., focus groups, workshops, partnership efforts, public information-sharing sessions, public forums, town-hall meetings, planning conferences, values analysis sessions, and feedback sessions, etc.). The Contractor will also provide alternative public meeting formats to include open house and less structured meetings. To enhance opportunities for all groups and individuals, particularly the traditionally underrepresented, to participate in the fullest dialogue, the Contractor will enlist the services of the appropriate CBO(s) to participate and actually facilitate the dialogue at these events. The contractor or subcontractor will facilitate consultation meetings (to include mediation) between the State and Indian Tribal Governments.
  - i) The Contractor will develop new and innovative techniques, with input from CBOs, MPOs and RTPAs, to enhance outreach for local, regional, interregional and statewide planning efforts. These efforts may include: statewide plans, transportation concept reports (TCR), district system management plans (DSMP), corridor studies, project initiation documents (PID), project study reports (PSR), etc. as directed.
  - j) The Contractor will assist the appropriate Division and District planning staff conduct local and/or regional transportation grant training sessions and special grant-writing workshops to advise local communities, CBOs, and Indian Tribal Governments of the purpose, process, and opportunities for participating in grant awards programs.
- 4) The Contractor will provide technical assistance and technology to enhance public participation
- a) The Contractor will provide technical assistance and technology to enhance public participation using tools such as visioning software and audience polling technology. To support the latter, Contractor will employ or subcontract with consultants with experience employing audience response systems (like the CoNexus Interactive Polling equipment or its equivalent) which can record participant inputs electronically, and which can be reflected back to the participants in real-time for discussion or icebreaker sessions (with hard copies available, if requested).
  - b) The Contractor will provide near real-time analysis of the data collected during public participation events/meetings using enhanced technology.
  - c) At the direction of the appropriate Division and District planning staff the Contractor will provide technical assistance to CBOs on the Department's planning, programming and project delivery processes.
  - d) At the direction of the appropriate Division and District planning staff the Contractor will provide technical assistance in grant-writing directly to CBOs.
- 5) The Contractor will provide measurable results of the public participation events and consultation with Indian Tribal Governments.

- a) The Contractor will prepare a draft report after each public participation event that includes at a minimum: demographics of the participants, analysis of how closely this matches the affected communities (particularly the traditionally underrepresented) within the program, plan or project area, analysis of the data obtained through participation and recommendations on how to create more successful outreach in future efforts by the Department. Contractor will provide draft report to the requesting Division or District planning staff for review, comment and approval within seven (7) business days of the conclusion of the event.
- b) Prior to contracting these public participation services, the Division or the District planning staff requesting that service will contact the contract manager and request approval for the needed services. Upon approval, the Division or the District planning staff will provide the Contractor with any readily available statistical, numerical or performance measurement of the underrepresented in attendance during their most current public participation efforts.
- c) The Contractor will prepare reports (due November 1 each year) that document year-to-date results (Statewide and for each District) of the public participation efforts for the calendar year, an analysis of the success in reaching the public in general as well as engaging the appropriate underrepresented groups and securing their participation in the events, any lessons learned from the events and subsequent recommendations for improving outreach efforts for the next year. Information and analysis will be stratified and summarized to allow for separate reporting requirements (i.e., reporting of outreach to the general public outreach to underrepresented separated for ease of reporting). The Contractor will prepare interim reports (due May 1 of each year) that recap the to-date results of the same efforts for the first six months of the calendar year. The Contractor will provide drafts of these reports to the appropriate Division and District planning staff for review, comment, and approval.
- d) All reports specified in this contract will be delivered with an electronic file and camera ready or, at the State's option, Caltrans may request the Contractor to provide 25 printed copies of the report.
- e) The Contractor will distribute final interim and year-to-date reports (identified 5.C. above) to the appropriate Division and the District planning staff, as well as the regional and local transportation agencies (and other entities) as requested by the Department.
- f) The Contractor will prepare results of the Indian Tribal Government consultation meetings, and distribute to the Division planning staff for review, comment and approval. Contractor will distribute drafts of these reports to the Division planning staff for review, comment, and approval. Contractor will distribute copies of the final reports to the appropriate Division and District planning staff and, when directed, to the Indian Tribal Governments, regional and local transportation agencies and other entities as requested by the Department within fifteen (15) working days of the meetings.